

Message Text

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UNCLAS STOCKHOLM 5430

FOR: BIC/OIM : TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: CLARIFICATION OF NTM/OTM DEFINITION

1. WE URGENTLY NEED GUIDANCE FROM DEPARTMENT ON MEANING OF PHRASE "INACTIVE REPRESENTATIVE" IN NTM DEFINITION. STC BELIEVES PHRASE REFERS TO (A) NEW REPRESENTATIVES APPOINTED WITHIN THREE MONTHS OF PARTICIPATION WHO HAVE NOT YET STARTED MARKETING THE NEW LINE AND (B) TO OLDER REPRESENTATIVES WHO ARE UNSATISFACTORY AND WHOSE PRINCIPALS ARE SEEKING TO REPLACE THEM.

2. NTM DEFINITION HAS TWO PARTS A) UNSUCCESSFULLY MARKETING AND B) NOT REPRESENTED OR HAS INACTIVE REPRESENTATIVE. THUS FIRM WHICH HAS NOT SUCCESSFULLY MARKETING PRODUCT LINE IN SWEDEN BUT IS REPRESENTED IN SWEDEN IS OTM. IF INACTIVE REPRESENTATIVE IS DEFINED AS ONE WHICH HAS NOT SUCCESSFULLY MARKETING PRODUCT, THE NTM DEFINITION IS REDUNDANT. TO AVOID INCONSISTENCIES BETWEEN OIM AND STC INTERPRETATION, WE NEED OIM DEFINITION OF INACTIVE REPRESENTATION WHICH WE CAN BOTH FOLLOW.

3. AS AN EXAMPLE, NORWEGIAN DISTRIBUTOR OF DUPONT INSTRUMENT DIV. SET UP SWEDISH SUBSIDIARY IN APRIL 1976 TO MARKET DUPONT INSTRUMENTS IN SWEDEN AND WANTS TO PARTICIPATE IN POLLUTION CONTROL SHOW ON NTM. STC WILL NOT ACCEPT CLAIM THAT THE NEW SWEDISH REP. HAS
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BEEN INACTIVE SINCE THEY HAVE BEEN IN BUSINESS MORE

THAN THREE MONTHS. HOWEVER, INJUSTICE RESULTS WHEN OIM USES DIFFERENT CRITERIA FOR CLASSIFYING AN AGENT AS INACTIVE, E.G., PACIFIC SCIENTIFIC WHICH HAS BEEN REPRESENTED IN SWEDEN BY MEDELCO FOR OVER A YEAR. PACIFIC SCIENTIFIC CLAIMS MEDELCO HAS BEEN INACTIVE, YET IS NOT SEEKING NEW REP. TO REPLACE MEDELCO.

4. BEFORE OIM PROJECT OFFICER ACCEPTS WORD OF PROSPECTIVE PARTICIPANT FOR NTM CLASSIFICATION, STC REQUESTS FIRST TO CONFIRM WITH STC THAT RECORDS AND CONTACT WITH LOCAL AGENT SUPPORTS US COMPANY CLAIM. DIFFICULT TO MAINTAIN CREDIBILITY HERE WHEN WE MUST RECORD PARTICIPANT IN CATALOG AS NTM WITH LONG STANDING LOCAL REP. AND NOT SEEKING TO REPLACE REP.

5. CONSIDERING SITUATION WE ARE IN WITH SEVERAL POSSIBLE PARTICIPANTS FOR DECEMBER SHOW, CABLE GUIDANCE NEEDED SOONEST.
SMITH

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